GOVERNMENT OF ANDHRA PRESESH
ABSTRACT

Industries and Commerce Department - Micro Small and Medium Enterprises - Appointment of Dr. Chukka Kondaiah as OSD (MSME) - Orders - Issued.

INDUSTRIES AND COMMERCE (ESTT) DEPARTMENT

G.O.MS.No. 64 Dated:06-08-2015
Read:-

GO Ms. No. 96 Finance (HR.II) Department, dated:01-08-2015

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ORDER:

The Government of Andhra Pradesh as part of its Industrial Promotion Policy is laying thrust on the development of MSME Sector in view of its immense potential for creating employment and increasing the GSDP of the State.

2. In G.O read above, Finance Department has created one Post of OSD (MSME) in the office of the Director of Industries, AP, Hyderabad for promotion of MSME Sector.

3. Dr. Chukka Kondaiah has worked as Director-General, National Institute for Micro, Small and Medium Enterprises (NI-MSME); Director, Centre for Entrepreneurship and Industrial Extension (CEIE), National Institute for Micro, Small and Medium Enterprises (formerly NISIET).

4. Considering his wide experience in the MSME Sector, the Government, after careful examination of the matter, hereby appoint Dr. Chukka Kondaiah, as OSD (MSME) for a period of one year.

5. The terms of appointment and remuneration to OSD(MSME) are as follows:-

1. Terms of appointment	: Contract Basis
2. Tenure	: 1 year
3. Remuneration	: Rs. 1.5 lakhs (Rupees one Lakh and fifty thousand only) per month
4. Other terms	: As per Rules governing contract Appointments

he will be provided with vehicle, telephone(Home) and P.A. on contract basis, co-terminus with his tenure. Orders will be issued separately regarding the Head of Account under which the expenditure will be incurred.

6. The terms of reference for the assignment as OSD (MSME) are Annexed to this order.

7. The Director of Industries, AP, Hyderabad shall take necessary action, accordingly.

(Contd ….)

8. This order issues with the concurrence of Finance Department vide their UO No. 11254/147/A1/HR.II/2015 dt:01.08.2015.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

S. S. RAWAT
SECRETARY TO GOVERNMENT & CIP

To
Dr. Chukka Kondaiah, CEO, NTR Trust, Hyderabad.
(Through The Director of Industries, A.P., Hyderabad.
The Director of Industries, A.P., Hyderabad
Copy to:
The Accountant General,A.P., Hyderabad.
The Pay and Accounts Officer, A.P., Hyderabad.
The P.S. to Prl. Secretary to C.M.
The P.S. to C.S, AP, Hyderabad.
The Finance (HR.II) Department.
P.S. to Secretary & CIP, Industries & Commerce Department.
S.F./S.Cs

//FORWARDED :: BY ORDER//

SECTION OFFICER

ANNEXURE to the G.O.MS.No. 64, dated:06-08-2015, Industries & Commerce (Estt) Department

a) To develop the strategy for enabling a competitive MSME eco-system in Andhra Pradesh.

i. Baseline performance of MSME sector in AP, and benchmark with best practices.
ii. Strategy for cluster led growth of MSME sector.
iii. Institutional structures for promoting MSME sector.
iv. Innovations to enhance performance of MSME sector.

b) To develop the framework for streamlining regulatory processes

i. Review existing regulatory processes with objective of process simplification.
ii. Access to eligible incentives (including GoI schemes).
iii. Advisory support on regulatory compliance by MSME units.

c) To Foster Enterprise Creation and Access to Finance

i. Develop platforms for fostering of business ideas, planning and advisory support for new-business setup.
ii. Address demand and supply side challenges of financial access.

d) To develop Market linkages

i. Improvement of design, development & product diversification to make products more competitive in domestic & international markets.
ii. Cluster development to facilitate supply & demand aggregation, driving economies of scale.

e) Skill Development & Capacity Building

i. Tie-ups with SHGs, educational Institutions, vocational training institutes, Employment Exchanges for developing skills in the MSME sector, and promoting entrepreneurship development.
ii. Introduction/strengthening of programs on self-employment & entrepreneurship.
iii. Tie-ups with institutions of repute focusing on research & development of MSME sector in AP.

f) Performance of MSME projects in the State

i. Mechanisms for tracking of MSME projects in AP.
ii. Registering of unregistered MSMEs in the State.
iii. Identify indicators for sickness of MSME units and sector-wise viability.

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S. S. RAWAT
SECRETARY TO GOVERNMENT & CIP

// FORWARDED :: BY ORDER //

SECTION OFFICER